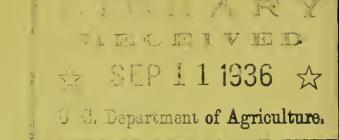
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Finest Quality

# Rose Bushes

1936-1937

Ragged Robbin Understock



HOLESALE ONLY

# Joiden Rose Company

WHOLESALE GROWERS \*

718 Glendora Avenue PUENTE, CALIFORNIA

### Foreword

In this catalog we have a collection of roses that represents a good cross-section of the most popular varieties on the market. All the older roses have proved their worth through constant demand, and we have added some of the newer ones which show promise of being mainstays. Thus, we are enabled by careful selection to offer to the trade a well rounded selection of staple varieties that will find a ready market.

## Careful Grading

We exercise extreme care in grading so that only representative stock of the grade named goes into each bunch.

### Satisfactory Service

Our aim is to give our customers satisfactory service. We will entertain and make adjustment for any valid claims made within reasonable time after receipt of shipment.

Write us for special quotations on large quantity lots.

# Golden Rose Company

## "Quality Roses at Competitive Prices"

# ABBREVIATIONS T. Tea (everblooming) H. T. Hybrid Tea H. P. Hybrid Perpetual Pol. Polyantha Per. Pernetiana A. B. Austrian Brier W. Wichuraiana Cl. Climbing O. R. Own Roots All varieties listed in this catalog are Hybrid Teas unless specified otherwise.

### Standard Varieties

Not less than 10 or multiples of 10 at these prices, except those names followed by (5), which are sold in lots of five Grades VARIETY COLOR  $1\frac{1}{2}$ 2 AMERICAN BEAUTY (HP) (Red)...................................18 .08 .13 An extremely double rose, vivid cerise red. .13 .08 Thickly petaled, cup shaped flowers of cerise red. .13 .08 Well shaped buds of strikingly deep copper-. orange with yellow shading against background of glistening foliage. ARTHUR COOK (Red) .......18 .13 .08 Bright velvety crimson flowers; good foliage. .13 .08 Orange and yellow hues splashed with red gives this rose a most unusual and pleasing effect. Sturdy plants maintain attractive dark foliage. .13 .08 Two-toned salmon colored flowers on vigorous growing plants. BLACK PRINCE (HP) (Red) ......18 .13 .08 Very dark crimson blooms on long stems; a vigorous grower. CALEDONIA (White) .......18 .13 .08 Large, snowy white flowers of good fragrance; buds are well shaped. .13 .08 Large, bright crimson blooms. .08 Magnificent large blooms of orange-scarlet opening to orange-pink. COLUMBIA (Pink) ......18 .13 .08 Rose pink edged crimson; very fragrant. CONSTANCE (Yellow) ......18 .13 .08 A rich yellow with slight carmine edging; fresh green foliage. CRIMSON QUEEN (Red) ......18 .13 .08 Copious semi-double blooms of bright velvety crimson. Fully double, rich crimson-red flowers bloom in profusion on vigorous bushes. CUBA (Red) ......18 .08 Huge semi-double blooms of stunning cardinal red with outstanding golden center.

VARIETY COLOR Grades 1	$1\frac{1}{2}$	2
DAME EDITH HELEN (Pink)	.13	.08
Large, double flowers of pure pink.		
DIANA DE BROGLIE (Pink) (5)30 Coral, golden border.	.25	
DOUBLE WHITE KILLARNEY (White)18 Unusual tulip shaped buds when partly open.	.13	.08
	10	
DR. EDWARD DEACON (Pink)	.13	.08
DUCHESS OF ATHOL (Orange)18 Orange hues to rich bronze-orange.	.13	.08
DUCHESS OF YORK (Orange)18	.13	.08
Charming shade orange, rugged plant.	10	no
E. G. HILL (Red)	.13	.08
<b>EDEL</b> (White)	.13	-08
Globular buds opening to ivory sheen.		100
EDITH KRAUSE (White) (5)30	.25	
Buds have green tint opening to huge pure white flowers.		
	10	no
EDITOR McFARLAND (Pink)	.13	.00
clear pink.		
EDWARD MAWLEY (Red)18	.13	.08
Bright red roses on long stems.		
EL DORADO (Yellow)	.13.	08
Double, lasting flowers, rich creamy yellow.		
ETOILE DE FEU (Pink)18	.13	.08
Deep salmon; shiny foliage.		
ETOILE DE FRANCE (Red)18	.13	.08
Intensely rich crimson blooms of large size.		
ETOILE DE HOLLANDE (Red)18	.13	.08
Flowers are velvety dark crimson; well formed and fragrant. Bush grows strongly,		
FELICITY (Pink)	12	nα
Vigorous plants have continuous shell pink	.10	.00
blooms.		
FEU JOSEPH LOOYMANS (Orange)18	.13	.08
Long, pointed buds of exquisite rich apricot shaded old gold.		
FLOREX (Pink)	.13.	08
FRANCIS SCOTT KEY (Red)	.13	
Large, crimson-red flowers that are double		
in the extreme.		
FRAU KARL DRUSTCHKI (White)18	.13	.08
Huge flowers of purest white; light green		
leaves enhancing appearances.		
GEN. McARTHUR (Red)	.13	.08
Bright scarlet-crimson flowers have fine		
fragrance. Well adapted to Pacific area.		

VARIETY COLOR Grades 1 GLORIA MUNDI (Pol) (Red)		
GOLDEN EMBLEM (Yellow)	.13	.08
GOLDEN GLEAM (Yellow)	.13	.08
GOLDEN OPHELIA (Yellow)	.13	.08
GOLDEN PERNET (JULIEN POTIN) (Yellow)18  Much demanded excellent pure yellow rose having prolific blooms.	.13	.08
GOLDEN QUEEN (Yellow)	13	.08
GRUSS AN TEPLITZ (T) (Red)	.13	.08
HADLEY (Red)	.13	.08
HEINRICH WENDLAND (Two-toned) (5)30  An infusion of red and gold in striking display.	.25	
HOOSIER BEAUTY (Red)	.13	.08
I. ZINGARI (Orange)	.13	.08
IMPERIAL POTENTATE (Pink)	.13	.08
IMPRESS (Red)	.13	.08
IRISH CHARM (Pink)	.13	.03
IRISH FIRE FLAME (Orange)	.13	.08
IRISH SWEETNESS (Red)	.13	.08
ISOBEL (Pink)	.13	.08
J. J. L. MOCK (Pink)	.13	.08

VARIETY COLOR Grades 1  JOANNA HILL (Yellow)		
JOHN RUSSELL (HP) (Red)	.13	.08
JULES GAUJARD (Pink)	.13	.08
JULIEN POTIN (See Golden Pernet.)  K. OF K. (Red)	.13	.08
KAISERIN A. VICTORIA (White)	.13	.08
LADY FORTEVOIT (Yellow)	.13.	08
LADY HILLINGDON (Yellow)	.13	.08
LADY MARGARET STEWART (Orange)18  Popular orangish yellow flushed orangered in center.	.13	.08
LORD CHARLEMONT (Red)	.13	.08
LOS ANGELES (Pink)	.13	.08
LOUISE C. BRESLOU (Pink)	.13	.08
Salmon hue with orange tint.  LUCIE MARIE (Yellow)	.13	.08
LULU (Orange)	.13.	.08
MABLE MORSE (Yellow)	.13	.08
MADRE (Orange)	.13	.08
MARGARET McGREDY (Red)	.13	.08
has thick, fresh green foliage.  MARY PICKFORD (Yellow)	.13	.08

VARIETY COLOR Grades 1  MAX KRAUSE (Yellow)		2
McGREDY'S SCARLET (Red)	.13	.08
MEVROUW G. A. VAN ROSSEM (Orange)18  A favorite among orange colored varieties.  A combination of rich apricot and yellow with pronounced orange veins. Lively green leaves set off this unusual rose.	.13	.08
MISS LOLITA ARMOUR (Pink)	.13	.08
MISS ROWENA THOM (Pink)	.13	.08
MME. BUTTERFLY (Pink)	.13	.08
MME. CAROLINE TESTOUT (Pink)18 Satin rose with brighter center; cupped form.	.13	.08
MME. ED HERRIOT (Red)	.13	.08
MME. LUCILLE RAND (Pink)	.13	.08
MME. NICOLAS AUSSEL (Red)	.13	.08
MRS. A. R. BARRACLOUGH (Pink)18 Gleaming pink flowers on hardy plants.	.13	.08
MRS. AARON WARD (Yellow) :	.13	.08
MRS. BEATTY (Yellow)	.13	.08
MRS. C. W. EDWARDS (Pink)	.13.	.08
MRS. CHARLES RUSSELL (Pink)	.13	.08
MRS. E. P. THOM (Yellow)	.13	.08

VARIETY COLOR Grades 1  MRS. HENRY BOWLES (Pink)		
MRS. HENRY MORSE (Pink)	.13	.08
MRS. LOVELL SWISHER (Pink)	.13	.08
MRS. REDFORD (Orange)	.13	.08
MRS. SAM McGREDY (Orange)	.13	.08
MRS. W. C. EGAN (Pink)	.13	.08
MRS. W. E. NICKERSON (Red)	.13	.08
NORMAN LAMBERT (Yellow)	.13	.08
OLYMPIAD (Red)	.13	.08
OPHELIA (Yellow)	.13	.08
OTTO KRAUSE (HP) (Orange) (5)	.25	
PADRE (Red)	.13	.08
PATIENCE (Red)	.13	.08
PINK RADIANCE (Pink)	.13	.08
PORTADOWN BEDDER (Yellow)	.13	.08
PRESIDENT HERBERT HOOVER (Multi-color)18  Blend of flaming scarlet, pink, yellow and orange. Extremely tall, vigorous growth.	.13	.08
QUEEN ALEXANDRA (Red)	.13	.08

VARIETY COLOR Grades RED PREMIER (Red)		
Clear light red.		
RED RADIANCE (Red)	8. 13	.08
REV. F. PAGE ROBERT (Orange)	8 .13	.08
ROSE MARIE (Pink)	8 .13	.08
Perfect cupped buds of exquisite rich rose pink.		
ROYAL RED (Red)	8 .13	.08
SAN JOSE (Multi-color) (5)	0 .25	
A whirlpool of rich glowing pink petals forming gigantic heavily petaled flowers	8 .13	.08
resembling peonies. Long stems.	0 10	00
<b>SENSATION</b> (Red)	8 .13	.08
SHOT SILK (Pink)	8 .13.	08
SIR DAVID DAVIS (Red)	8 .13	.08
SOUV. DE CLAUDIUS PERNET (Yellow)	8 .13	.08
SOUV. DE GEORGE BECKWITH (Pink)18	8 .13	.08
Cool fresh pink; strong stems.		
SOUV. DE GEORGES PERNET (Pink)	8 .13	.08
SOUV. DE H. A. VERSCHUREN (Yellow)18 Prolific blooms of orange-saffron.	8 .13	.08
SOUV. DE MME. BOULLET (Yellow)	8 .13	.08
SUNBURST (Yellow)	0 .15	.10
Cadmium-yellow with darker center verging on saffron.		
Tall growing plants have combination of rich yellow outside of petals, stained copper red and orange-apricot with golden base.  Light green foliage.	8 .13	.08
ULRICH BRUNNER (HP) (Red)	8 .13	.08

VARIETY COLOR Grades $l l^{\frac{1}{2}}$	. 4
VATERLAND (Red)	.08
Profusion of dark crimson flowers; massed	
foliage on tall, vigorous growing plants.	
VILLE DE PARIS (Yellow)	.08
Deep yellow opening to bright pure yellow.	
Dark gleaming foliage.	
W. E. CHAPLIN (Red)	.08
A beautiful garden rose of very deep crimson.	
WILHELM KORDES (Pink)	.08
Compelling pink with saffron shading.	
WM. F. DREER (Yellow)	.08
Distinctive golden yellow, shaded silvery	
pink on edges; exquisite shaped buds.	



I.X.L. STOCK

FIRST GRADE—Stems are about 40 inches high and

three quarters of an inch in diameter; three buds on each stem; each
SECOND GRADE—Stems are about 40 inches high, half an inch in diameter; each50c
Bare root delivery only. Packing material at cost on Express shipments.

### **Varieties**

**AUTUMN** DAME EDITH HELEN E. G. HILL ETOILE DE HOLLANDE GOLDEN EMBLEM HADLEY K. A. VICTORIA LOS ANGELES MME. ED. HERRIOT MRS. E. P. THOM MRS. SAM McGREDY PRESIDENT HERBERT HOOVER RED RADIANCE ROSE MARIE SOUV. DE. CLAUDIUS PERNET TALISMAN

# Climbing Roses

VARIETY COLOR Gra	des l	1 ½
CL. AMERICAN BEAUTY	18	.13
Extremely double vivid cerise red.		
CL. BELLE OF PORTUGAL (HG)	.18	.13
Soft creamy pink.		
BLACK BOY (Dark red)	22	.17
CL. CECIL BRUNNER (POL.) (Salmon Pink)	18	.13
CL. CHEROKEE RED (RAMONA) (Large red)		.13
CL. COLUMBIA		.13
A new climber of rose pink; crimson at edges;		
very fragrant.		
CL. DAME EDITH HELEN	.18	.13
Bright pink; very double.	10	•••
CL. CHARLES P. KILHAM	18	.13
Lasting large blooms of carmine-scarlet.	10	.10
CL. DUCHESS OF ATHOLL	10	.13
Free flowering rose of strinkingly rich orange		.13
		10
CL. ETOILE DE HOLLANDE		.13
Velvety crimson; unfading, vigorous growth.		10
CL. GEN. McARTHUR (Red)		.13
CL. GOLDEN EMBLEM (Golden Yellow)	18	.13
CL. HADLEY (Velvety crimson)	18	.13
CL. HOOSIER BEAUTY (Crimson)	18	.13
CL. K. A. VICTORIA (Cream white)	18	.13
CL. LADY HILLINGDON (Orange-yellow)	18	.13
CL. LORD CHARLEMONT (Massed rich crimson		.13
CL. L'OS ANGELES (Coral pink)		.13
		.13
CL. LOUISE C. BRESLOU (Coppery pink)  MERMAID (Soft yellow)		.13
(Single, crawling rose)	10	.10
CL. MME. ED. HERRIOT (Copper red)	.18	.13
CL. MRS. CHARLES RUSSELL (Deep pink)		.13
CL. MRS. E. P. THOM (Clear yellow)		.13
CL. MRS. LOVELL SWISHER (Salmon pink)		.13
CL. PAULS SCARLET (W)	12	.08
Blazing scarlet; the most outstanding scarlet		
climber of them all.		
CL. PRESIDENT HOOVER	18	.13
Blend of scarlet, pink, yellow, and orange.		
CL. QUEEN ALEXANDRA (Flaming vermillion).		.13
CL. RED RADIANCE (Red)		.13
CL. ROSE MARIE (Deep pink)		.13
Exceptional grower.	10	.13
CL. SOUV. DE CLAUDIUS PERNET	18	.13
Pure yellow.		.10
CL. SOUV. DE H. A. VERSCHUREN	18	.13
Orange-saffron.		
CL. SUNBURST (Orange-yellow)	18	.13
CL. TALISMAN (Combination gold, red. vellow	) .18	.13

### Conditions of Sale

#### TERMS—

- 1. Cash with order, 5% discount.
- 2. C. O. D. One-third of the amount may be remitted with the order, balance to be paid on delivery at destination.
- 3. Charge accounts. Strictly sixty days net from date of invoice to all who have established their credit with us. New charge accounts opened only upon receipt of satisfactory bank or trade references, allowing time for investigation.

# FREIGHT AND EXPRESS RATES per 100 pounds from Puente, California, to

	FRE	EIGHT 1	EXPRESS
		rigeration	
		xtra cost)	
1s	t Class	s 3rd Class	
Cincinnati, Ohio	\$5.25	\$3.78	\$7.24
Chicago, Ill.	5.10	3.671/2	6.75
Denver, Colo.	<b>3.</b> 66	$2.67\frac{1}{2}$	4.42
Kansas City, Mo.	4.50	3.30	5.51
Mexico, D. F.		via El Pas	
New York City	5.55	3.98	8.81
New Orleans, La.	4.95	3.57	6.60
Oklahoma City, Okla.	4.20	3.08	4.91
Phoenix, Ariz.	1.66		2.14
Salt Lake City, Utah	$2.16\frac{1}{2}$		
San Francisco, Calif.	1.01	.73	2.47
Sacramento, Calif.	1.01		2.32
Fresno, Calif	1.04	.731/2	1.76

Minimum weight for freight is 100 pounds. Proportional express rates for shipments over 100 pounds; for less there is a sliding scale which will be quoted upon application.

Our No. 1 grade roses packed with moss for freight or express weigh about 70 pounds per 100. About 30,000 plants can be loaded in a refrigerator car.

FREE TRUCK DELIVERY locally, including San Diego and way points.

FREE PACKING. We do not charge for packing, boxing and material, except for tree roses.

**EXPRESS.** All stock packed light with paper in veneer boxes for express shipment unless ordered otherwise; however, this method keeps roses in the best condition.

Roses are packed with paper for small quantities.

GRADE NO. 1. This is a regular grade. Teas and Hybrid Teas, Polyanthas, about 18 inches and up; Climbers and Hybrid Perpetual, about 24 inches and up, three or more branches.

**GRADE 1\frac{1}{2}.** This is a lighter grade. Teas and Hybrid Teas about 12 inches and up; Climbers and Hybrid Perperpetuals, about 18 inches and up, two or more branches.

**CLAIMS.** For any cause must be made immediately on receipt of shipment. It is mutually agreed to between the purchaser and ourselves that we shall not at any time be liable for any amount greater than the original purchase price of the stock.

All orders subject to stock remaining unsold until acknowledged from Main Office at Puente, Calif.

Nursery Location 2 Miles North of Puente 20 Miles from Los Angeles City